

BERNEXPO HOLDING AG AGM: a simplified corporate structure and confidence in terms of the Neue Festhalle

Bern, 29 May 2020 – **At the 69th annual general meeting of BERNEXPO HOLDING AG, a broad majority of the shareholders accepted all the proposals put forth by the Board of Directors. Due to the ban on events that has been imposed due to the coronavirus crisis, this year’s annual general meeting was held without the physical attendance of the shareholders. Voting rights were exercised by means of written instructions to an independent proxy.**

At the annual general meeting, the shareholders of BERNEXPO HOLDING AG approved the management report and 2019 annual financial statement, and also confirmed the previous members of the Board of Directors in office. Given the prevailing uncertainty as the result of the coronavirus crisis, the Board of Directors will waive the originally planned dividend payment. “With this precautionary business measure, we are ensuring that sufficient liquid funds are available for our core operations and that the company will be able to overcome the ongoing crisis without issue,” said Chair of the Board of Directors Franziska von Weissenfluh, explaining the decision.

Simplification of the holding structure

With their clear approval for the changes to the bylaws of BERNEXPO HOLDING AG, the shareholders are enabling the switch from a holding structure to a parent company structure. The structural change will strengthen BERNEXPO AG’s current balance sheet, lower administrative costs, and eliminate Group-internal work that does not result in any added value. “The change to the bylaws that was approved today will allow us to greatly simplify our current holding structure and increase our flexibility,” explained Franziska von Weissenfluh. “The merged company is consistent with our long-term strategy and, thanks to sufficient capital, is better able to manage the coronavirus crisis from its own resources than today’s BERNEXPO AG in its current form as a subsidiary.”

Election of Sandra von May-Granelli to the Board of Directors

At the general meeting, shareholders elected Sandra von May-Granelli to the Board of Directors of BERNEXPO AG (before the fusion of BERNEXPO HOLDING AG). The 58-year-old trained notary is the manager, owner, Chair of the Board of Directors and Chief Executive Officer of Feusi Bildungszentrum AG. She also serves as the Chair of the Board of Directors of the Private University of Applied Sciences PHW Bern (Private Hochschule Wirtschaft PHW Bern) and as a member of the Board of the Trade and Industry Association (Handels- und Industrieverein) of the canton of Bern and the Swiss Employers’ Association (Schweizerischer Arbeitgeberverband). “With Sandra von May-Granelli, we have brought a successful entrepreneur on board. She will play a crucial role in helping us move forward in the strategic area of education and careers,” explains Franziska von Weissenfluh. Sandra von May-Granelli will succeed Urs Berger, who handed in his resignation for reasons of age at the 69th general meeting. “During his 11 years on the Board of Directors, Urs Berger has played a crucial role in turning the BERNEXPO

GROUPE into one of Switzerland's leading live communications companies. We would like to thank him for all of his hard work," said Franziska von Weissenfluh, honouring the outgoing Vice Chair of the Board of Directors. Furthermore, after their first terms of office, Pascale Bruderer and Peter Stähli were elected to serve for another three years.

Caution and foresight as a fundamental business strategy

The operative activities of BERNEXPO AG will be forced to grapple with the challenges resulting from the coronavirus crisis for the foreseeable future. In addition to the fusion of BERNEXPO HOLDING AG and BERNEXPO AG, comprehensive cost reduction measures have been introduced and projects that are not time-sensitive have been suspended. "Thanks to our excellent equity base, modern corporate structure and the successful expansion of the shareholder base of Messepark Bern AG, the financing for the Neue Festhalle is secure and BERNEXPO AG can continue to pursue its strategic aims with confidence as a live communications company. For this reason, we are resolutely looking towards the future," said Franziska von Weissenfluh.

The next annual general meeting will be held on 4 June 2021.

Images of Franziska von Weissenfluh, Sandra von May-Granelli and Urs Berger:

<https://we.tl/t-sL9Ckqdgbo>

The full Annual Report is available at:

www.bernexpo.ch/en/company/geschaeftsbericht.aspx

For enquiries, please contact:

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About BERNEXPO AG

Every year, the live marketing company BERNEXPO AG stages more than 30 exhibitions and guest exhibitions, over 300 congresses, trade shows and other events of all sizes. Live communication allows BERNEXPO AG to deliver memorable moments, create spaces where people can come together and offer a wide variety of platforms. The BERNEXPO site is one of Switzerland's largest exhibition premises. Eight exhibition halls across two building complexes offer around 40,000 m² of event floor space and 100,000 m² of outdoor areas. BERNEXPO AG employs a team of around 140 people. Generating a gross added value of around CHF 260 million, it is a leading economic driving force for the city and region of Bern – with a nationwide impact.